

5 Best Selling Practices from Trail's End



1. Take Order

This is the most traditional way to sell; going door-to-door with the order form. Your customer chooses the product(s) he or she wishes to buy and writes the order on your form. You will collect the money when you deliver the product to your customers a few weeks later.



- *Tell your customers that the popcorn will arrive by the end of November at the latest. (Our order will arrive from Trails End on Nov. 19, and will be made available within a few days after that for you to pick up and deliver to your customers. Some orders may be filled earlier, out of the unit's supply of product left at the end of the sale.) Customers do not have to pay until they actually receive their popcorn.*
- **SCOUT SCRIPT:** *Hi, my name is _____, and I am with _____. I'm selling popcorn to raise money for the things I like to do in Scouting. The popcorn is delicious and there are many different kinds to choose from. Will you please help support me? (Always say "Thank You" when you are done)*

SELLING TIPS

- ALWAYS wear your uniform
- ALWAYS smile and introduce yourself
- ALWAYS tell your customers why you are selling popcorn
- KNOW the different kinds of popcorn you are selling
- ALWAYS say "Thank You"
- ALWAYS make a copy of your order form
- ALWAYS have a clean order form with a pen

SAFETY TIPS

- NEVER enter anyone's home
- NEVER sell after dark unless you are with an adult
- DON'T carry large amounts of cash with you
- ALWAYS walk on the sidewalk and driveway
- ALWAYS sell with another scout or with an adult

2. Show and Deliver

This method is similar to Take Order, except you carry Trail's End products with you to show to your customers as you visit them. The customer is able to select the products he or she wishes to buy from your product selection. You then hand over the product and collect the money right then and there.



- *Once you take delivery of Show & Deliver product from the unit, you are responsible for it. When you pick it up, you will get a copy of your receipt which will explain how to care for it, and when to return any unsold product.*
- *It is very important to record all sales on the order form, including the ones where you deliver the product immediately— just check them as “delivered” & “paid”.*
- *If you would like **additional Show & Deliver popcorn** during the sale, please contact _____.*
We may have a second Show & Deliver distribution date to be announced, and/or we may be able to accommodate you on an individual basis.

3. Selling Online

This is the best way to sell to your friends and family who live out of town. You can send emails to your customers asking them to purchase Trail's End products online. Your customers click on the link in your email and can begin shopping right away. They order products online and pay with a credit card, and Trail's End ships the products directly to your customers.



- *Please note: the prices of the items are higher, and buyers will have to pay shipping and handling.*
- *Scouts interested in selling online should go to **www.trails-end.com** to register.*
 - Click on the "Scouts" tab at the bottom of the page.*
 - Click on "Send Emails".*
 - Complete the "Create a New Account" box and follow all the instructions.*
 - Parent will receive a parental verification email to establish the account. The parent will need to verify the Scout's account by clicking the link sent to the registered email address.*
 - You will receive a "Scout ID" that you should write down for future reference. (It will be in the upper RH corner of the screen when you are logged in)*
- *Once registered, you will need to Login to the site. You'll be given a chance to make a "custom" picture of your scout, and then you can click on "Send Email" to invite friends and family to buy popcorn.*
- *Friends and family will receive the email and can link to the sales page, if interested. The Scout's online order is recorded in his name.*
- *At the end of the sale, log into your Trail's End account and print out a report of your total online sales. The total from this report should be recorded in the appropriate spot on the Popcorn Sale Summary sheet. The online report should be turned in with all their other popcorn forms by the deadline.*

4. Selling at Work

Your mom and/or dad take an order form to their work place. Their co-workers write their order on the order form. Your mom and/or dad deliver product and collect the money later.

- *Parents are permitted to take sales forms and product to their workplaces, friends, etc. in order to increase sales. However, we strongly encourage all our scouts to get their own sales, as well.*



5. Show and Sell

Your den, pack, or troop gets permission to sell in front of a retail store or in the local mall. You set up a display with products for people to purchase as they walk by.

The unit is working to reserve space for scouts to sell popcorn at least one time in front of a store(s) in the area. Please notify us if you are aware of a good location and can get us "in the door". We are still making arrangements at the time we are writing these instructions. We would love to be in front of any store with many male customers (i.e. possible former scouts), such as Gander Mtn., Cabela's, Best Buy, etc.



- *Both Show & Deliver and pre-order popcorn may be sold, but be sure the order is recorded on the "group form" we will have at the location for the day. To calculate each Scout's "credit" for the sale – we will take the total sales for the day and divide it equally by the total hours worked by all the scouts to figure an average hourly sales rate. (This is to make it fair, since we cannot predict when customer traffic will be best.) Then, each scout will receive credit "by the hour" for working the sale. (The entire hour must be worked in order to receive credit.)*